

MARICOPA ASSOCIATION OF GOVERNMENTS
REGIONAL TRANSPORTATION PLAN

TRANSPORTATION REVIEW COMMITTEE FOCUS GROUP RESULTS

The Maricopa Association of Governments (MAG) is developing a new Regional Transportation Plan for the MAG region. As part of this effort, MAG conducted a series of focus groups to identify and document transportation issues and concerns. The focus groups were held throughout the Valley to capture ideas from geographically and ethnically diverse groups of participants. The findings will assist MAG in identifying regional values, goals, and objectives that will guide the development of the Regional Transportation Plan.

The format of the Focus Groups included an opportunity for interactive discussion among participants, as well as a voting exercise that provided insight on priorities. To help structure the process, the discussions were organized into five topics areas. The topics included:

- ✕ Demographic and Social Change;
- ✕ The New Economy;
- ✕ Environmental and Resource Issues;
- ✕ Land Use and Urban Development; and
- ✕ Transportation and Technology.

Participants were encouraged to provide their own issues and concerns that related to each topic, both individually and in a round-table discussion. The responses received were documented in essentially a “verbatim” format so that the message intended by the participant was accurately conveyed.

The results of the **Transportation Review Committee Focus Group** are attached. This material has been divided into three parts as follows:

Part I. Key Focus Group Issues: The Transportation Review Committee Focus Group did not vote on the top two concerns in each topic area.



Part II. Comprehensive Listing of Participant Issues: In Part II, all the issues identified by the individual participants are listed. These issues have been grouped by topic area.

Part III. Roundtable Discussion Comments: In Part III, the results from a roundtable discussion are listed. These comments were recorded when all the focus group attendees participated in a general discussion of issues.

If you have any questions or comments on the focus group process or the attached results, please contact Roger Herzog, MAG, at 602-254-6300 or rherzog@mag.maricopa.gov.



TRANSPORTATION REVIEW COMMITTEE

PART I. KEY ISSUES

The Transportation Review Committee did not vote on their top two issues in each of the five topic areas.

PART II. COMPREHENSIVE LISTING OF PARTICIPANT ISSUES

The following is a comprehensive listing of the issues that individual participants of the identified as their concerns under each topic.

DEMOGRAPHIC AND SOCIAL CHANGE PRIMARY ISSUES

- x Need to be multi-modal transportation options due to the change in demographic.
- x Children will be the drivers/riders of the future – what are we doing to guide their choices?

THE NEW ECONOMY PRIMARY ISSUES

- x Citizens wanted more product-oriented businesses, do not support telecommuting.
- x There has been regional economic development.
- x Media rooms (Internet and other technology) co-located with libraries or other public facilities.

ENVIRONMENT AND RESOURCES PRIMARY ISSUE

- x Overall adequate water supply to support growth through 2040.

LAND AND URBAN DEVELOPMENT PRIMARY ISSUES

- x Need to address aging infrastructure and development by the year 2040 (needs attention at all political levels).
- x Need to look at redeveloping commercial uses that are located and vacated at intersections as sprawl occurs.
- x Sales tax may be a revenue tool for maintaining/expanding infrastructure.
- x Cannot build infrastructure (roads) first on \$\$ from existing residents. Fair share costs are required from developers.
- x Alternative lifestyles (elderly) – community themes targeted at lifestyles.





PART I. KEY ISSUES (CONTINUED)

LAND AND URBAN DEVELOPMENT PRIMARY ISSUES (CONTINUED)

- x Parking is not a destination.
- x Governance vs. municipal level policy buy-in and implementation that supports the regional values and goals. (Consensus.)
- x Regional economic development organizations need to engage in guiding prospects to areas that have capacity with existing infrastructure.
- x All about choices for land use and transportation choices: (ex) cheap dirt may drive where people live (schools, families, work).
- x Communities will change the way they view themselves as they build out and grow older.
- x Challenge is to plan for future transportation corridors that are compatible with existing uses.

TRANSPORTATION AND TECHNOLOGY PRIMARY ISSUES

- x Use of major transportation corridor.
- x Air rights for increased carrying capacity.
- x Need to invest in multi-modal corridors today.
- x Need to address walking as a mode of transportation.
- x People want access to decision makers.
- x Transportation and land use must be considered together – best done at municipal level – no need for regional agency.
- x Multi-use of corridors (i.e. canal ROW).
- x Potential to use SRP canals for transportation corridors other than biking and pedestrian-potential for transit.
- x Current mass transit thinking non-work commuter use more pleasure commuter use.
- x Physical improvements to standard/traditional systems vs. futuristic solutions to transport.
- x Focus on safety of existing and future transportation design.
- x SOV's will be around in 2040 – need additional corridors – need to get/acquire new corridors today.
- x Regional cooperation and consistent roadway regulations.



TRANSPORTATION AND TECHNOLOGY PRIMARY ISSUES (CONTINUED)

- x Legislative authority.
- x Too much dispersion of employment will increase VMT.
- x People make home location choices on factors other than home to work – two-worker homes, change jobs.
- x Super street concept – to enhance carrying capacity of existing/future systems.

PART III. ROUNDTABLE DISCUSSION COMMENTS

The following are issues that were identified by individual participants of the Transportation Review Committee in an informal, roundtable discussion, regarding future transportation in the Valley.

Choices

- x Walk – walkable communities – transit oriented.
- x Transit – bus/BRT/LRT/commuter rail.
- x Cars.

Needs

- x Lifestyles.
- x Day care/schools.
- x Technology – telecomm.
- x Flex – hours.
- x Conference room – Executive Suites.

Costs

- x Autos – expensive.
- x Transit – affordable.



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- x Fuel – expensive.
 - x Parking – expensive.

PART III. ROUNDTABLE DISCUSSION COMMENTS (CONTINUED)

Convenience

- x 24 hours.
- x Purchase tickets on-site, corner shops.
- x Abundance of stops/stations.

